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Order Sep 00:15:00

<u>Estimate #</u>	C16C22
<u>Alt Order #</u>	09844853

Agency Com 15%

Billing Contact

**814 King Street
Suite 400
Alexandria, VA 22314**

Sales Office DC-M

Sales Region NAT

Agency Ref

Billing Type Cash

Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Original Date / Revision
10/16/12 10/16/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

**814 King Street
Suite 400
Alexandria, VA 22314**

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 103700

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	25925
KCWE	%	0
KMBC	25%	25925
KMCI	%	0
KPXE	%	0
KSHB	25%	25925
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	76	\$22,036.25	\$25,925.00	0.00	10/01/12	10/22/12	76	\$22,036.25	\$25,925.00
Totals	76	\$22,036.25	\$25,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/16/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--			4		\$200.00		0.00				
E 2	4	10/16/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-TWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--			4		\$100.00		0.00				
E 3	4	10/16/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	-TWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
FAM FEUD				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--			4		\$100.00		0.00				



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ORDER

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Flight Dates 10/09/12-10/15/12

Contract / Revision 581694 /

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10/15/12 10/15/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
SPENCE FOR MO GOV

Agency Com 15%

Billing Contact
814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C09C15

Alt Order # 09837530

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Order Share 26% Market Value 212980

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	76673
KCWE	%	0
KMBC	26%	55375
KMCI	%	0
KPXE	%	0
KSHB	12%	25557
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	118	\$47,068.75	\$55,375.00	0.00	10/01/12	10/15/12	118	\$47,068.75	\$55,375.00
Totals	118	\$47,068.75	\$55,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/09/12	10/12/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				4		\$200.00		0.00			
2	4	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1		\$200.00		0.00			
3	4	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				4		\$100.00		0.00			



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ORDER

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Flight Dates 10/09/12-10/15/12

Order Sep 00:15:00

Product

Estimate # C09C15

Contract / Revision 581694 /

SPENCE FOR MO GOV

Alt Order # 09837530

Original Date / Revision
10/08/12 10/17/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser Spence, David/R/Mo Gov

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency Smart Media Group LLC

Demographic A35+

Rev Codes SP-POL CAN POL

Buying Contact

Product Codes PL1Ea

Priority 2

Advertiser Ref

814 King Street
Suite 400
Alexandria, VA 22314814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 26% Market Value 190192

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	68469
KCWE	%	0
KMBC	26%	49450
KMCI	%	0
KPXE	%	0
KSHB	12%	22823
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	111	\$42,032.50	\$49,450.00	0.00	10/01/12	10/15/12	111	\$42,032.50	\$49,450.00
Totals	111	\$42,032.50	\$49,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/09/12	10/12/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$200.00		0.00						
E 2	4	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
E 3	4	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$100.00		0.00						



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Contract / Revision **581694** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE FOR MO GOV**

Estimate # **C09C15**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	4	10/09/12	10/12/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--WTF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$400.00		0.00						
E 25	4	10/15/12	10/15/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 26	4	10/09/12	10/12/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--WTF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$400.00		0.00						
E 27	4	10/15/12	10/15/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 28	4	10/09/12	10/12/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--WTF--	:30	4	\$540.00	3	0.00	NM	4	\$2,160.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$540.00		0.00						
E 29	4	10/15/12	10/15/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$540.00		0.00						
E 32	4	10/09/12	10/12/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	--WTF--	:30	4	\$125.00	3	0.00	NM	4	\$500.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$125.00		0.00						
E 33	4	10/15/12	10/15/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	:30	1	\$125.00	3	0.00	NM	0	\$0.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/15/12-10/21/12		M-F 1102-1132p	M-F 1102p-1132p		M-----	:30	(\$125.00)		0.00	NM			
Credited															
E 34	4	10/13/12	10/13/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LATE NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$100.00		0.00						
E 35	4	10/14/12	10/14/12	SU 1102-1132P Su 1102-1132p	CM-All	1102-1132p	-----S	:30	1	\$100.00	3	0.00	NM	1	\$100.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$100.00		0.00						



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Contract / Revision

581694

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision

10/08/12/ 10/17/12

Order Sep

00:15:00

Advertiser

Spence, David/R/Mo Gov

Product

SPENCE FOR MO GOV

Estimate #

C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 36	4	10/09/12	10/12/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	4	\$800.00	3	0.00	NM	4	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$800.00		0.00						
E 37	4	10/15/12	10/15/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM)-----	:30		(\$800.00)		0.00	NM		
Credited															
E 38	4	10/09/12	10/12/12	M-F 9-10p 930-10p	CM-All	930-10p	--WTF--	:30	4	\$800.00	3	0.00	NM	3	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	4	10/08/12-10/14/12		M-F 9-10p	930-10p		--wThF----	:30		(\$800.00)		0.00	NM		
Credited															
E 39	4	10/15/12	10/15/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	930-10p		(9:30 PM-10:00 M)-----	:30		(\$800.00)		0.00	NM		
Credited															
E 40	4	10/09/12	10/12/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	4	\$800.00	3	0.00	NM	4	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$800.00		0.00						
E 41	4	10/15/12	10/15/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 10-1030p	10-1030p		M-----	:30		(\$800.00)		0.00	NM		
Credited															
E 42	4	10/09/12	10/12/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--WTF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$400.00		0.00						
E 43	4	10/15/12	10/15/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$400.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						



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Print Date: 10/17/12

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Contract / Revision **581694** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE FOR MO GOV**Estimate # **C09C15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 43	4	10/15/12	10/15/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$400.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/15/12-10/21/12		M-F 1030-1102p	1030-1102p		M-----	:30	(\$400.00)	0.00	NM				
Credited															
E 44	4	10/14/12	10/14/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$800.00		0.00						
E 45	4	10/14/12	10/14/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$400.00		0.00						
E 46	4	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	4	\$2,200.00	2	0.00	NM	4	\$8,800.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$2,200.00		0.00						
E 47	4	10/15/12	10/15/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	0	\$0.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/15/12-10/21/12		M-F 630-7p	630-7p		M-----	:30	(\$2,200.00)	0.00	NM				
Credited															
E 50	4	10/10/12	10/10/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$1,800.00		0.00						
E 51	4	10/11/12	10/11/12	X Factor Thursday FOX X Factor	CM-All	7-9p	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$1,400.00		0.00						
N 52	4	10/11/12	10/12/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	3		\$400.00		0.00						
N 53	4	10/14/12	10/14/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$50.00	3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$50.00		0.00						
N 55	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WDAF-TV

Print Date: 10/17/12

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Contract / Revision **581694** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE FOR MO GOV**

Estimate # **C09C15**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 55	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$200.00		0.00			
N 56	4	10/15/12	10/15/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	M-----	:30	2	\$1,100.00	3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$1,100.00		0.00			
N 57	4	10/15/12	10/15/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	M-----	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,400.00		0.00			
Totals														111	\$49,450.00